

REP HEADLINE# 6400802 TRF# E:000008  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 19.04  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/CO PLUS ASSOCIATION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENIZEP MEDIA SERVICES, INC. BUYER NAME ANGELA MCCANN

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)  
TOWSON, MD 21286

ORDER # CONTRACT # 6400802 CLASS: NATL. LOCAL REGIONAL

PRDCT 60 PLUS ASSOCIATION EST#60 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 19.04

REP: MAKEGOOD  
SPOTS CANCELED ON LN'S 15-17 AND 32  
LN 33 ADDED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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15	S		700P-800P	30		\$1,300.00	11/3	11/3	0		SAT	0
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AGENCY ALVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 60  
PROGRAM : ENT TONIGHT  
CON COM1: ENT TONIGHT

REP HEADLINE# 6400002 TRF# 2:004008  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV1/12 19.04  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16	S		900P-1000P	30		\$1,800.00	11/3	11/3	0		SAT	0
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												
17	S		1000P-1100P	30		\$2,200.00	11/3	11/3	0		SAT	0
PROGRAM : LAW ORDER SVU CON COM1: LAW ORDER SVU												
32	S		800P-900P	30		\$3,500.00	11/2	11/2	0		FRI	0
PROGRAM : STARWATCH: JAMES BOND SKYFALL CON COM1: STARWATCH: JAMES BOND SKYFALL												
33	A		800P-1000P	30		12300.00	11/5	11/5	1		MON	1
PROGRAM : VOICE CON COM1: VOICE												
NOV/12 100340.00												CONTRACT TOTAL 100340.00
												TOTAL SPOTS 40

MARKET TOTALS \$200,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RASD.\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**60 Plus Association / Issue**  
 Submission Number 822 Issue 2



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b>	60 Plus Association / Issue	<b>Submission Cost:</b>	100340	<b>Campaign Ref:</b>	E:064008020
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	././60	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06400802
<b>Est/PO Number:</b>	06400802	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	60 Plus Association	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 6a News ..TF..	01	1500	30 Comme	Nbr of Spots	2		2	3000
2	M-F 7a Today Show ..TF..	01	2000	30 Comme	Nbr of Spots	2		2	4000
3	M-F 9a Today Show II ..TF..	01	1050	30 Comme	Nbr of Spots	2		2	2100
4	M-F 4p Dr Oz ..TF..	01	1130	30 Comme	Nbr of Spots	2		2	2260
5	M-F 5p News ..TF..	01	1700	30 Comme	Nbr of Spots	2		2	3400
6	M-F 530p News ..TF..	01	1700	30 Comme	Nbr of Spots	2		2	3400
7	M-F 6p News ..TF..	01	2600	30 Comme	Nbr of Spots	2		2	5200
8	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1		1	7000
9	M-F 7p News	01	2200	30 Comme	Nbr of Spots	2		2	4400
<b>Weekly Totals:</b>						32	11	43	
Total Spots(Ord Spots)						32	11	43	
Open PR						-3		-3	-5300
Closed PR						1		1	

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 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 100340	<b>Campaign Ref:</b> E:064008020
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ././60	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06400802
<b>Est/PO Number:</b> 06400802	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 730p Entertainment Tonight ...TF..	01	2200	30 Comme	Nbr of Spots 2		2	4400
11	M-Su 11p News ...TFS.	01	2500	30 Comme	Nbr of Spots 3		3	7500
12	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01		30 Comme	Nbr of Spots Closed PR	1	1	
13	Sat 7a Today Show ....S.	01	1000	30 Comme	Nbr of Spots 2		2	2000
14	Sat 9a News ....S.	01	600	30 Comme	Nbr of Spots 1		1	600
15	Sat 7p Entertainment Tonight ....S.	01	1300	30 Comme	Nbr of Spots Open Pre-Empted	-1	-1	1300
16	Sat 9p ET / 8p CT Chicago Fire ....S.	02	1800	30 Comme	Nbr of Spots Open Pre-Empted	-1	-1	1800
17	Sat 10p ET / 9p CT Law & Order SVU ....S.	02	2200	30 Comme	Nbr of Spots Open Pre-Empted	-1	-1	2200
18	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots 1		1	1100
19	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots 1		1	600
20	Sun 7p ET / 6p CT Football Night In America	01	8500	30	Nbr of Spots 1		1	8500

**Weekly Totals:** Total Spots(Ord Spots)

Open PR	32	11	43	
Closed PR	-3		-3	-5300

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 Tampa, FL 33601

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<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 100340	<b>Campaign Ref:</b> E:064008020
<b>Buyer:</b> " "	<b>Client/Product/Estimate:</b> . / . / 60	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06400802
<b>Est/PO Number:</b> 06400802	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
22	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
23	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
24	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
25	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
26	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
27	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
28	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
29	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
30	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
31	Fri 10p ET / 9p CT Revolution ...F..	01	10000	30 Comme	Nbr of Spots	1	1	10000

<b>Weekly Totals:</b>	<b>Total Spots(Ord Spots)</b>	32	11	43	
Open PR		-3		-3	-5300
Closed PR		1		1	

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<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 100340	<b>Campaign Ref:</b> E:064008020
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / . / 60	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06400802
<b>Est/PO Number:</b> 06400802	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
32	Mon 8-10p ET / 7-9p CT Voice	02	12300	30		1	1	12300
	M.....			Continue				

<b>Weekly Totals:</b>	Total Spots(Ord Spots)	32	11	43	
	Open PR	-3		-3	-5300
	Closed PR	1		1	

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	0.00	31 (11/02)	0000184627	E:064008020
15	Sat 7p Entertainment Tonight	:30 Commercial	10/29/12	Open Pre Emption	1,300.00		0000000000	E:064008020
16	Sat 9p ET / 8p CT Chicago Fire	:30 Commercial	10/29/12	Open Pre Emption	1,800.00		0000000000	E:064008020
17	Sat 10p ET / 9p CT Law & Order SVU	:30 Commercial	10/29/12	Open Pre Emption	2,200.00		0000000000	E:064008020

**Grand Totals**

Totals		Month 11 Weeks: 4	
Spots	43	10/29	11/05
Cost	105640	74760	30880

**Grand Totals:**

**Spots:** 43  
**Gross Total:** 100,340.00  
**Commission:** 15,051.00  
**Net Total:** 85,289.00

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 10.12  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/CO PLUS ASSOCIATION REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MENIZER MEDIA SERVICES, INC. BUYER NAME ANGELA MCCANN

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)  
 TOWSON, MD 21286

ORDER # \_\_\_\_\_ CONTRACT # 6400802 CLASS: NATL. LOCAL REGIONAL  
 PRDCT 60 PLUS ASSOCIATION EST#60 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV5/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV1/12 10.12

REP: MAKEGOOD  
 SPOT CANCELED LN 28  
 LN 32 ADDED  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRAIN FOR MEGHAN

CCM CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
 AN ELECTRONIC INV. WEBSITE "EMEDIA (TRADE-INVOICING)" IS ALSO AVAILBLE  
 FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
 IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

*AM*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	S		630P-700P	30		\$7,000.00	11/5	11/5	0		MON	0

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 60  
 PROGRAM : NIGHTLY NEWS  
 CON COM1 : NIGHTLY NEWS

REP HEADLINE# 6400002 TRF# E:0000000  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9680  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 NOV1/12 10.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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32	A		800P-900P	30		\$3,500.00	11/2	11/2	2		FRI	2
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PROGRAM : STARWATCH: JAMES BOND SKYFALL  
 CON COM1: STARWATCH: JAMES BOND SKYFALL

NOV/12 100340.00

CONTRACT TOTAL 100340.00  
 TOTAL SPOTS 44

MARKET TOTALS \$200,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- PASO+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED CE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



OCT 30 / 12 22.12  
\*\*\* WHLA-TV \*\*\*

BUYER NAME ANGELA MCCANN

SALES PRSN WA-MEGHAN MCGARR (H)

TOWSON, MD 21286

CLASS:	NATL.	LOCAL	REGIONAL
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(CE)

FLIGHT DATES NOV1/12 NOV5/12 WK-1

DATE OCT30/12 22.12

ITL \$100,340 @43X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \* \* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE \* \* \* \* \*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

me

43

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,500.00	11/1	11/2	2		TH-F	2
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
2			700A-900A	30		\$2,000.00	11/1	11/2	2		TH-F	2
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												

REP HEADLINE# 6400802  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT30/12 22.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			500A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,050.00	11/1	11/2	2		TH-F	2
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,130.00	11/1	11/2	2		TH-F	2
5			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	11/1	11/2	2		TH-F	2
6			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	11/1	11/2	2		TH-F	2
7			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,600.00	11/1	11/2	2		TH-F	2
8			630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$7,000.00	11/2	11/2	1		FRI	1
9			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,200.00	11/1	11/2	2		TH-F	2
10			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/1	11/2	2		TH-F	2
11			1100P-1135P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$2,500.00	11/1	11/3	3		TH-SA	3

REP HEADLINE# 0400802  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 22.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		10000.00	11/2	11/2	1		FRI	1
13			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$1,000.00	11/3	11/3	2		SAT	2
14			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$600.00	11/3	11/3	1		SAT	1
15			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,300.00	11/3	11/3	1		SAT	1
16			900P-1000P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$1,800.00	11/3	11/3	1		SAT	1
17			1000P-1100P PROGRAM : LAW ORDER SVU CON COM1: LAW ORDER SVU	30		\$2,200.00	11/3	11/3	1		SAT	1
18			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$1,100.00	11/4	11/4	1		SUN	1
19			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$600.00	11/4	11/4	1		SUN	1
20			700P-815P PROGRAM : FOOTBALL NIGHT CON COM1: FOOTBALL NIGHT	30		\$8,500.00	11/4	11/4	1		SUN	1

REP HEADLINE# 0400002  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 22.12  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			600A-700A PROGRAM : TODAY 6A CON COM1: TODAY 6A	30		\$1,500.00	11/5	11/5	1		MON	1
22			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	11/5	11/5	1		MON	1
23			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,050.00	11/5	11/5	1		MON	1
24			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,130.00	11/5	11/5	1		MON	1
25			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	11/5	11/5	1		MON	1
26			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	11/5	11/5	1		MON	1
27			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,600.00	11/5	11/5	1		MON	1
28			630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$7,000.00	11/5	11/5	1		MON	1
29			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,200.00	11/5	11/5	1		MON	1

LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			730P-800P	30		\$2,200.00	11/5	11/5	1		MON	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
31			1100P-1135P	30		\$2,500.00	11/5	11/5	1		MON	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
NOV/12 100340.00												
CONTRACT TOTAL											100340.00	
TOTAL SPOTS											43	

MARKET TOTALS \$100,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- HASO+\*

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**60 Plus Association / Issue**  
 Submission Number 822 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 89340	<b>Campaign Ref:</b> E:064008020
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / .60	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06400802
<b>Est./PO Number:</b> 06400802	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> 60 Plus Association	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 6a News ...TF..	01	1500	30 Comme	Nbr of Spots	2	2	3000
2	M-F 7a Today Show ...TF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
3	M-F 9a Today Show II ...TF..	01	1050	30 Comme	Nbr of Spots	2	2	2100
4	M-F 4p Dr Oz ...TF..	01	1130	30 Comme	Nbr of Spots	2	2	2260
5	M-F 5p News ...TF..	01	1700	30 Comme	Nbr of Spots	2	2	3400
6	M-F 530p News ...TF..	01	1700	30 Comme	Nbr of Spots	2	2	3400
7	M-F 6p News ...TF..	01	2600	30 Comme	Nbr of Spots	2	2	5200
8	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1	1	7000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					32	10	42	
Open PR					-2		-2	-4000

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**60 Plus Association / Issue**  
 Submission Number 822 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 7p News ...TF..	01	2200	30 Comme	Nbr of Spots	2	2	4400
10	M-F 730p Entertainment Tonight ...TF..	01	2200	30 Comme	Nbr of Spots	2	2	4400
11	M-Su 11p News ...TFS.	01	2500	30 Comme	Nbr of Spots	3	3	7500
12	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots	1	1	10000
13	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	2	2	2000
14	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
15	Sat 7p Entertainment Tonight .....S.	01	1300	30 Comme	Nbr of Spots	1	1	1300
16	Sat 9p ET / 8p CT Chicago Fire .....S.	02	1800	30 Comme	Nbr of Spots	1	1	1800
17	Sat 10p ET / 9p CT Law & Order SVU .....S.	02	2200	30 Comme	Nbr of Spots	1	1	2200
18	Sun 8a Today Show .....S.	01	1100	30 Comme	Nbr of Spots	1	1	1100
19	Sun 9a News	01	600	30	Nbr of Spots	1	1	600
<b>Weekly Totals:</b> Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	Sun 7p ET / 6p CT Football Night In America .....S	01	8500	30 Comme	Nbr of Spots	1	1	8500
21	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
22	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
23	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
24	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
25	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
26	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
27	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
28	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
29	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
<b>Weekly Totals:</b> Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000



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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
30	M-Su 11p News	01	2500	30		1	1	2500
	M.....			Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
16	Sat 9p ET / 8p CT Chicago Fire	30 Commercial	10/29/12	Open Pre Emption	1,800.00		0000000000	E:064008020
17	Sat 10p ET / 9p CT Law & Order SVU	30 Commercial	10/29/12	Open Pre Emption	2,200.00		0000000000	E:064008020

**Grand Totals**

		Month 11 Weeks: 4	
		10/29	11/05
	<b>Totals</b>	42	32
	Spots		10
	Cost	89340	74760
			18580

**Grand Totals:** Spots: 42

Gross Total: 89,340.00  
 Commission: 13,401.00  
 Net Total: 75,939.00